Abstract of the Disclosure

Data is dynamically routed between first and second locations. An attempt failure ratio is obtained for each of several data paths capable of providing a data link between the first and second locations, where such ratio represents a proportion of failed linkages by the data path to all attempted linkages by the data path between the first and second locations. A revenue value is also obtained for each data path, where such value represents an amount per unit generated by a successful linkage by the data path between the first and second locations. A comparative income value is then computed for each data path, where such value is a product of the attempt failure ratio for the data path and the revenue value for the data path. Routing information is then selected for routing the data between the first and second locations based on the comparative income value for each data path. The routing information may be employed to route the data by way of at least one of the data paths.

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